

The Big Sale
of ALL Sales

Toledo's REAL MILL END SALE

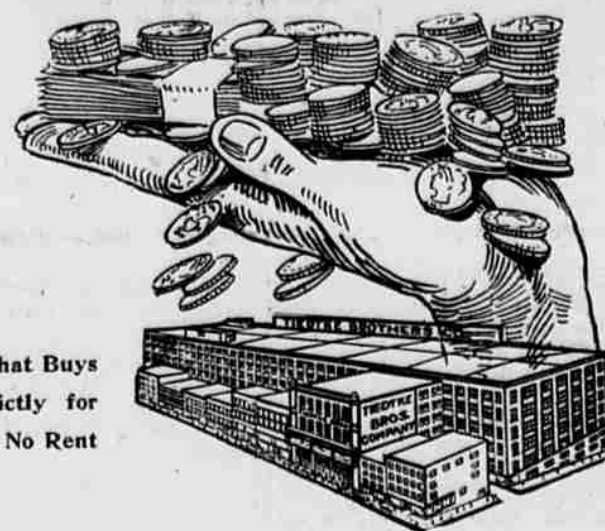
The Big Store's
Biggest Event



The Sale That YOU
and All Your Neighbors
Know of Old for Real
Bargain Giving.

A Sale for the Public Benefit
Begins Monday, August 12th

Tiedtke's
TOLEDO'S GREAT UNDERSSELLING STORE



The Store That Buys
and Sells Strictly for
Cash and Has No Rent
to Pay.

Without Doubt the Most Important Sale of the Present Generation

An Unexampled Offering of Immense Special Purchases of Carloads and Carloads of New, Fresh, Dependable Quality Merchandise, at Such Low Prices as to Bring HANDFULS OF SAVINGS to the Thrifty People of this Entire Section, and to Crowd Toledo's Big Store for All the People as it Was Never Crowded Before. Why, you wouldn't miss it for the world!

This is Toledo's Peerless Semi-Annual BARGAIN EVENT SUPREME!

Toledo's Real Mill End Sale is firmly enshrined in the hearts of the people. It is a tried-and-true friend who brings his own welcome—and "three times thrice" welcome in this August of 1918.

The people look to "The Big Store" to protect them in times like these. They shall not be disappointed.

Let other stores say it is impossible to offer such values. The Big Store has DONE the "impossible." Let others sing the doleful story of scarcity of merchandise. Come to Toledo's Real Mill End Sale and SEE stacks and mountains of NEW merchandise. Better still—BUY it at prices that look like the prices of a year ago, or even TWO years ago.

Only our life-long policy could have won such a victory. Our ability to place large contracts far ahead, to pay cash, to sell for cash, with no rent to pay, was the only power that could GET the merchandise for this sale, and SELL it at these Mill End Sale prices.

Even in this whole page advertisement in your home newspaper we can only give you an INKLING of the splendid values you'll find in this sale. They are merely a taste of the wonderful Mill End Sale BARGAIN FEAST! These Bargains are worth COMING MANY MILES for. You'll GET them when you come. You surely don't care to save at all, if you neglect such opportunity.

Examples of Mill End Sale Bargains

On Sale the First 3
Days of the Sale

Turkish Towels Each 10 1/2c

260 doz. fancy Turkish Towels, small size, heavy, soft, absorbent; sell for 15c elsewhere.

Unbleached Crash Yd. 9 1/2c

4,000 yds., but nearly a year ago, else the price would be 15c. Mill End Sale, 9 1/2c yd.

Bleached Crash Yard 6 1/2c

Fancy border, the quality for everyday use; worth 8 1/2c wholesale. Mill End price 6 1/2c.

58-in. Table Damask 39c Yd.

Bleached, heavy, good wearing quality; pretty floral patterns; 49c and 55c yd. elsewhere.

34-in. Storm Serge 26 1/2c

1985 yards; black and all popular shades for suits and skirts; 35c and 39c elsewhere; yard 26 1/2c.

Flannelettes at Yd. 16 1/2c

Mill ends; full bolts of this grade sell for 29c; big choice of designs and colors.

White Outing Flannel 14 1/2c

You'll be paying 22 1/2c for this in 60 days; supply your wants in the Mill End Sale at 14 1/2c yd.

Dress Percales 12 1/2c Yd.

25-inch Percales, light grounds, stripes and figures; fast colors; worth 17 1/2c yd. wholesale.

Girls' Wash Dresses 88c

Good Gingham, plaids, stripes, plain colors; neatly trimmed; sizes 6 to 14 years.

Skirts Underpriced \$2.88

Women's, and misses' good navy and black serges, neat gray and mixtures; best styles.

75 Dozen Waists at 79c

New stylish ones; volles with dainty lace or Swiss embroidery, also lawns, dimities, stripes, etc.

Bungalow Aprons for 77c

Less than the cost of the material; of Scout percale; fitted or dress style; large pockets.

Middy Blouses Only 49c

Of shrunk cotton and galatea; slip-over or coat style; some with emblem on collar and sleeve.

Women's Hosiery 11c Pair

Black or white, all perfect; smooth finish; very durable; double heel and toe.

Women's Union Suits 34c

Fine ribbed, wide or tight knee; regular and extra sizes, at below today's mill cost.

White Handkerchiefs at 2c

For ladies and children; good quality; hemstitched or colored edges; limit 10 to a customer.

Men's Soft Shirts 66c

Light striped good percale; collar attached; sizes 14 1/2 to 17; made to retail at \$1.00.

Men's Black Socks 14c

First quality, fast color; sizes 10 to 11 1/2; made to retail at 25c; limit 6 pairs to a customer.

Boys' Serge Pants \$1.00

Navy blue serge, full cut knickers; 5 to 17 years; at less than cost of the material.

Big Lot of Corsets 50c

Coutil, batiste, medium and low bust; good hose supporters; equal to any \$1.00 Corset.

Children's Shoes at 59c

Hard sole vici kid button shoes; leather soles; patent tips; sizes 2 to 5.

Oatmeal Wall Paper 11 1/2c

30-inch wide Domestic Oatmeal; tan and gray; only with border and ceiling; triple roll 11 1/2c.

Earthen Slop Jars 29c

White earthenware with ball and cover; they're way under today's value at 29c each.

Sunbrite Cleaner 3 for 10c

Swift's Sunbrite under a private label, same weight, same thing as regular 5c Sunbrite.

Door Curtains Each 9c

Yard long salesmen's samples, marquisette, voile, etamine; usually 2 to 3 times the price.

Curtain Strips 19c Each

1400 mill seconds; odd half pairs, 2 1/2 to 3 yds. long; a little needlework is all they need.

Simpson Silkolines Yd. 12 1/2c

Good mill lengths; yard wide; rich colors and patterns; sell from bolts at 30c to 35c.

Drapery Cretonne 19 1/2c Yd.

Full bolts; yard wide; heavy quality; narrow calico is selling near Toledo at 50c yd.

27 x 54 in. Rugs at 58c

Beautiful, new, perfect they'll simply fly away at the Mill End Sale price 58c each.

Examples of Mill End Sale Bargains

On Sale the First Week
of the Sale

39-inch Sheeting 25 1/2c Yd.

We could not buy this unbleached Sheeting today at 35c yard; heavy quality; 39 inches wide.

Linen Crash Toweling 24c

Remember, all pure linen, so hard to get now; heavy quality, unbleached; fancy border; 35c and 39c in most stores.

81 x 90 Bed Sheets \$1.27

Good heavy quality seamless sheets that cost \$1.65 in most stores; better stock up on sheets.

Cotton Blankets \$4.85 Pair

Warm wool finish, over 4-pound weight; gorgeous 2-inch ribbon plaids; others ask \$7.00.

Fancy Dress Silks 78c

Plaids, stripes, jacquard effects; stunning 3 and 4-tone color combinations; \$1.25 elsewhere.

Fancy Shantung Silks 69c

Made to sell for \$1.50; 32 inches wide; pure silk quality; beautiful stripes and oriental designs.

New Dress Suitings 59c

36-inch Serges, Granites, Hair-line and fancy Tweed Suitings; black and all desirable shades; on today's market would retail for 89c and 98c.

Checked Suitings Yd. 19c

27 to 36 inch fancy checks; also black and white Shepherd checks; 25c, 29c elsewhere.

Laces at Only 1 1/2c Yard

Fine Torchons and Vals; pretty patterns you'll find so many uses for; almost given away.

Women's Suits for \$8.88

Others at \$14.44 and \$18.88. For now and early fall wear; serges, gabardines, checks, etc.

Women's Silk Dresses \$7.75

Others at \$9.75 and \$14.75. Serges, taffetas, satins, silk poplins; navy, black and other good colors.

Skirts \$3.33, \$4.44, \$6.66

Beautiful satins, taffetas, nobby stripes, plaids and plain colors; serges, poplins, etc.

Lot of Muslinwear at 29c

Pink batiste Camisoles, deep lace yoke front and back; and knee length muslin Petticoats.

Lot of Muslinwear at 55c

Women's Drawers, Gowns, Chemise and Petticoats; good muslin; lace and embroidery trimmed.

Nemo Corsets for \$2.98

Self-reducing; broken sizes of \$4 and \$5 Nemo Corsets that we are discontinuing.

Women's Low Shoes \$1.44

Plain Pumps and Strap Slippers; patent and dull leathers; only sizes 2 1/2 to 4 1/2; big bargains.

Bargains in Shoes \$1.88

Made to sell for \$3.50. Misses' and children's in patent, dull kid and gun metal; not all sizes, and women's \$3.50 white canvas lace boots.

New Fall Hats for \$1.00

Fine satin Hats, crepe Hats, ribbon Hats, many others; only \$1.00 in the Mill End Sale.

400 Pairs Men's Pants \$1.75

That's less than the price of overalls; hard finish, good-wearing materials; 28 to 42 waist.

Boys' Good Suits \$3.90

Fall and winter weight, and lighter weight for now; classy Norfolk styles; 7 to 16 years.

Handsome Curtains 99c Pr.

Silky hemstitched volles and marquisettes; beautiful sheer quality; best workmanship.

Filet Net Curtains \$1.55

Rich spun square mesh patterns; over a thousand pairs at a big saving in the Mill End Sale.

Big 11 1/4 x 12 ft. Size Rugs

Alex Smith seamless Brussels Rugs \$16.60. Wilton Velvet and Axminster Rugs \$33.60.

9x12 Axminster Rugs \$24.60

Rich plush Axminsters; judge what a bargain they are when the mill wants \$33 for them.

Cork Linoleum Sq. Yd. 79c

3-yard wide rolls; almost impossible to get; cannot be made under \$1.15 wholesale.

Wall Paper 5c Double Roll

Neat Florals, light and medium dark colors (sold only with 9-inch border to match), 5c double roll.

New Puritan Paint \$1.87

Famous "quality" paint; all colors and white; you'll pay \$3.00 elsewhere for this quality.

42-Piece Dinner Sets \$5.98

All new, perfect, 15 different pretty patterns; 42 pieces in the set, for only \$5.98.

We Have Issued a 4-Page Newspaper

—telling more of the wonderful Mill End Sale Bargain story, which we have placed in the hands of as many people in this section as possible. If you have not received one, we will be glad to send it to you. Just write your name and address (and as many of your friends' names as you can) on a postal card and mail it to us. Address "Advertising Department, Tiedtke Bros. Co., Toledo, Ohio."

Mark the Date---This Sale Begins Monday August 12th.

Beginning with this date the power of prosperity and money-saving is in your own hands. We have done our part. YOU are to decide whether you will go along in the old money-wasting way of paying more than you have to pay for what you need, or whether you will grasp this Opportunity that will leave handfuls of savings in your hands.

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